#### APPENDIX F

**UHF Stations That Have Gone Off The Air Since 1985** 

#### **UHF STATION DISAPPEARANCES**

Below please find a listing of those stations that were on the air in 1985 and are no longer on the air.

MARKET CLEVELAND	STATION KLCQ	CHANNEL # 61
MIAMI	WSCV	51
MIAMI	WHFT	45
HARTFORD	WHCT	18
ORLANDO	WMOD	43
OKLAHOMA CITY	KAUT	43
ALBANY	wusv	45
SPOKANE	KSKN	22
TUCSON	KPOL	40

#### APPENDIX G

**Effect of On-Air Promotions** 



### ALBANY, NY #52 WNYT/N 7:00PM



During February, WNYT's promotion record was "spotty" at best. The station rarely promoted in the hour before access. By May, however, WNYT was regularly airing at least two spots in early fringe, resulting in 9 more spots over the sweep in the 3-6PM block and almost tripling the spots in the 6:00PM hour.

### **# OF SPOTS AIRED**

3:00PM-6:00PM 6:00PM-7:00PM
FEB 1994 14 6
MAY 1994 23 17



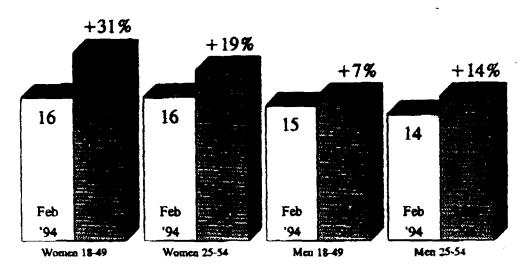


## ALBANY, NY #52 WNYT/N 7:00PM



ET's share delivery soared as much as 31% in the key adult demos!

## ENTERTAINMENT TONIGHT - GROWTH (DMA SHARES)



ET's stronger shares translated into significantly better ranks in Albany's access. With increased promotion, ET jumped ranks in every key demo - from #3 and #4 to primarily #1 and #2!

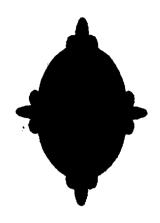
#### ENTERTAINMENT TONIGHT - RANK IN TIME PERIOD

•		WMN	WMN	MEN	MEN
		18-49	<u> 25-54</u>	18-49	<u> 25-54</u>
FEB 1994	ENTERTAINMENT TONIGHT	#3	#3	#4	#4
<b>MAY 1994</b>	ENTERTAINMENT TONIGHT	#1	#2	#3	#2

Source: NSI, as dated. Ranks based on ratings.



### FRESNO #57 KFSN/A 7:30PM



In February, KFSN's promotion schedule for ET was haphazard. In May, promotion was increased with more emphasis placed in the 3 hours before show time.

### **# OF SPOTS AIRED**

------DAYPART------3:00PM-6:00PM 6:00PM-7:30PM

FEB 1994

12

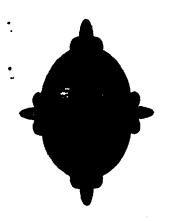
19

**MAY 1994** 

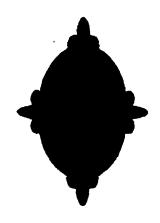
44

27



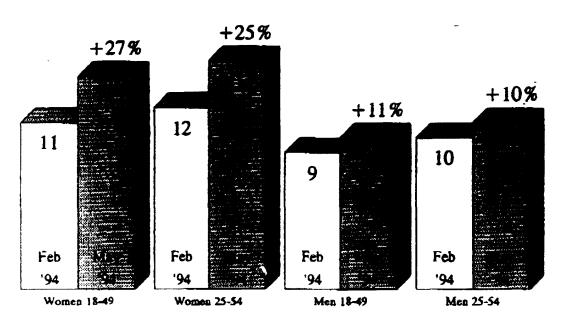


### FRESNO #57 KFSN/A 7:30PM



ET grew as much as 27% in key demos!

## ENTERTAINMENT TONIGHT -- GROWTH (DMA SHARES)

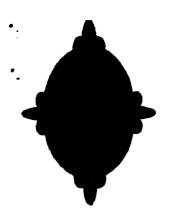


KFSN's increased promotion also helped insure time period victories in 3 of 4 key demos!

#### ENTERTAINMENT TONIGHT - RANK IN TIME PERIOD

		WMN	WMN	MEN	MEN
		18-49	<u> 25-54</u>	<u> 18-49</u>	<u> 25-54</u>
FEB 1994	ENTERTAINMENT TONIGHT	#3	#3	#3	#4
<b>MAY 1994</b>	ENTERTAINMENT TONIGHT	#1	#1	#2	#1

Source: NSI, as dated. Ranks based on ratings. Excludes Spanish stations.



## AUSTIN #68 KTBC/C 6:30PM



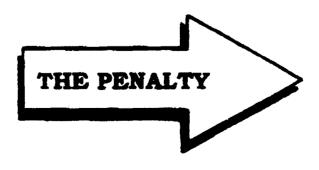
Supported by a solid television promotion plan in November, ET was a strong time period contender delivering solid shares in key adult demos. In February, ET's promotion in the 4 hours before showtime was almost non-existent!

### # OF SPOTS AIRED

2:00PM-5:00PM 5:00PM-6:30PM

NOV 1993 34 14

FEB 1994 2 0



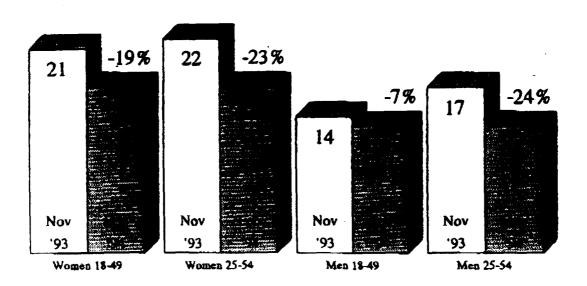


## AUSTIN #68 KTBC/C 6:30PM



ET's shares declined as much as 24% sweep to sweep.

# ENTERTAINMENT TONIGHT - DECLINE (DMA SHARES)



Consequently, ET dropped in competitive position.

#### ENTERTAINMENT TONIGHT - RANK IN TIME PERIOD

		RATINGS			
		WMN	WMN	MEN	MEN
		18-49	25-54	18-49	<b>25-54</b>
<b>NOV 1993</b>	ENTERTAINMENT TONIGHT	#2	#1	#2	#2
FEB 1994	ENTERTAINMENT TONIGHT	#3	#3	#2	#4

Source: NSI, as dated. Ranks based on ratings.

ENTAUGBC.DOC

#### APPENDIX H

# Percentage of Access Hour Audiences of Independent Stations and Network Affiliates Comprised of Adults 18-49 Years Old

## Adults 18-49 (% of Total Audience)

Independent Stations	71.5%
ABC Affiliates	43.5%
CBS Affiliates	43.8%
NBC Affiliates	44.5%

Source: NSI, November 1994

#### APPENDIX I

### Percentage of Audiences for Recent Off-Network Syndicated Series Comprised of Adults 18-49 Years Old

Program	Adults 18-49 (% of Total Audience)		
Simpsons	88.9%		
Seinfeld	73.6%		
Home Improvement	71.3%		
Frasier	62.8%		

### APPENDIX J

# OFF-NET SITCOMS BROADCAST PRICING TRENDS

DE (000)

YEAR	<u>PROGRAM</u>	S PER EPISODE (000)
1993	COACH (B)	\$1,100
	EMPTY NEST (B)	900
	FAMILY MATTERS (B)	500
	AVERAGE	\$833
1994	DOOGIE HOWSER (C)	\$400
	FRESH PRINCE (B)	700
	SIMPSONS (A)	1,500
	AVERAGE	\$867
1995	HOME IMPROVEMENT (A)	\$3,500
	SEINFELD (A)	2,000
	AVERAGE	\$2,750
	"A" AVERAGE (7) =	<b>\$2</b> ,1 <b>7</b> 1
	"B" AVERAGE (10) =	\$840
	"C" AVERAGE (8) =	\$488

### APPENDIX K

**Network Prime Time Sitcoms** 

# SITCOMS IN PRIME TIME

NIGHT	1994- 1995	1990- <u>1991</u>
MONDAY	10	6
TUESDAY	8	4
WEDNESDAY	10	6
THURSDAY	6	6
FRIDAY	4	4
SATURDAY	2	9
SUNDAY	6	6
TOTAL	46	41

#### **CERTIFICATE OF SERVICE**

I, Paula J. Lust, do hereby certify that a copy of the foregoing "Comments of Viacom, Inc." was served, by hand delivery, this 7th day of March, 1995, to the following:

Chairman Reed E. Hundt Federal Communications Commission 1919 M Street, N.W., Room 814 Washington, D.C. 20554

Commissioner James H. Quello Federal Communications Commission 1919 M Street, N.W., Room 802 Washington, D.C. 20554

Commissioner Andrew C. Barrett Federal Communications Commission 1919 M Street, N.W., Room 826 Washington, D.C. 20554

Commissioner Susan Ness Federal Communications Commission 1919 M Street, N.W., Room 832 Washington, D.C. 20554

Commissioner Rachelle B. Chong Federal Communications Commission 1919 M Street, N.W., Room 844 Washington, D.C. 20554

William E. Kennard, Esq. General Counsel Federal Communications Commission 1919 M Street, N.W., Room 614 Washington, D.C. 20554

Roy J. Stewart, Esq. Chief, Mass Media Bureau Federal Communications Commission 1919 M Street, N.W., Room 314 Washington, D.C. 20554 Robert M. Pepper Chief, Office of Plans and Policy Federal Communications Commission 1919 M Street, N.W., Room 822 Washington, D.C. 20554

Michael Katz Chief Economist Office of Plans and Policy Federal Communications Commission 1919 M Street, N.W., Room 822 Washington, D.C. 20554

Paula J. Kust